

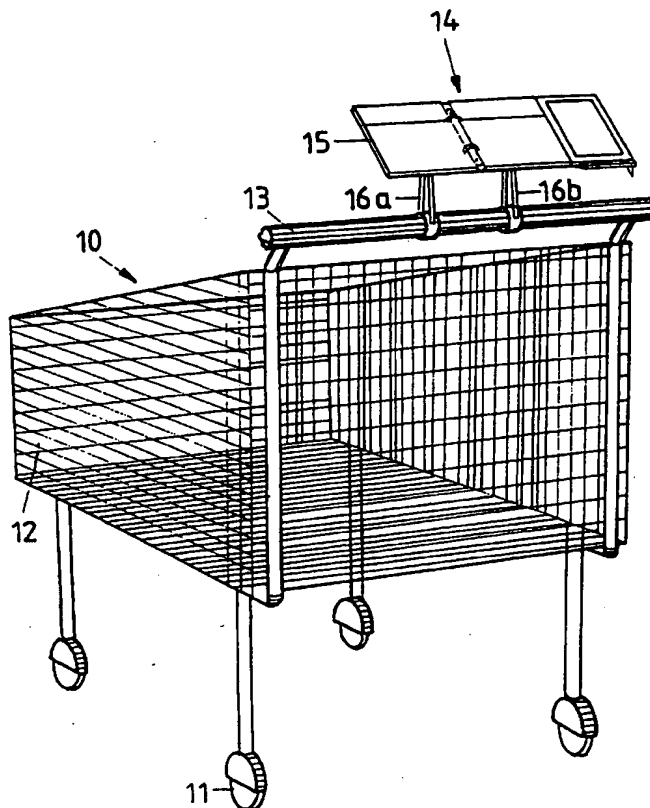


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(21) International Application Number: PCT/NO97/00004 (22) International Filing Date: 8 January 1997 (08.01.97) (30) Priority Data: 963880 17 September 1996 (17.09.96) NO (71)(72) Applicants and Inventors: RISHOLM, Torill [NO/NO]; Gerhard Gransvei 36, N-5030 Landås (NO). RISHOLM, Ragnar [NO/NO]; Gerhard Gransvei 36, N-5030 Landås (NO). (74) Agent: A/S BERGEN PATENTKONTOR; Strandgt. 191, N- 5004 Bergen (NO).		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, US, UZ, VN, ARIPO patent (KE, LS, MW, SD, SZ, UG), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG). Published <i>With international search report.</i> <i>In English translation (filed in Norwegian).</i>

(54) Title: AN ADVERTISING SUPPORT MEANS FOR A SHOP TROLLEY**(57) Abstract**

A rack (14) for use in shopping carts (10), especially for use in grocery shops, comprises a support plate (15), which is fastened to the upper edge portion of the shopping cart (10) via one or more fastening means (16a, 16b). The plate (15) carries equipment for the display of goods in supply, advertising messages, and the like. The equipment comprises annular cover clips (21, 22) for the presentation of a pile of readily exchangeable, repageable sheets of offers on goods, for example current daily sheets of offers preferably received in separate plastic pockets or surrounded by plastic covers.



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An advertising support means for a shop trolley

The present invention relates to a rack for use in shopping carts (shop trolleys), especially for use in grocery shops, comprising a support plate, which is fastened to the upper edge portion of the shopping cart via one or more fastening means.

Hitherto it has been customary, in connection with shopping carts, to employ an advertising rack, which is fastened to the upper edge portion of the shopping cart, for example to the horizontal handle of the shopping cart. The advertising rack has hitherto been limited to the display or more or less permanent advertising text on an associated field of publicity.

Various types of data equipment have also been employed in the shopping cart for example as is illustrated in EP - 0 133 235, including a screen for the display of offers on goods, advertising, and the like.

It is customary to employ shopping carts on selecting goods from grocery stores or from other shops, such as in shopping centres, etc. and advertising for the choice of goods of the shop has constituted an important sales factor in connection with the advertising material in or on the shopping cart. There has been separately employed in the grocery business advertising material or offer material in the form of newspaper or printed sheet, which for example has

been placed to lie loosely in the bottom of the shopping basket of the cart. The advertising effect is by chance with such freely arranged material and after loading of goods into the basket of the shopping cart the material can be available with difficulty to the user of the shopping cart.

From US 3 881 267 it is known to employ a support plate, which carries a note block/ list of merchandise and which is fastenable to the handle of the shopping cart. The note block/ list of merchandise constitutes a separate unit which is installed in a clamp member on the support plate.

From US 4 988 025 it is known to employ a support plate, which carries a calculator and a pair of pockets for the reception of advertising sheets or lists of merchandise and which is fastenable to the handle of the shopping cart. The illustrated pockets constitute stationary pockets for the display of an individual advertising sheet and for the display of a list with the choice of merchandise.

With the present invention the particular aim is a solution where the goods on offer and other advertising can be displayed in a more comprehensive and more readily surveyable manner, that is to say with a greater offers facing the user of the shopping cart. Further the aim is that the service of the shop can update the offers on goods for example via daily offers in an easy manner according to need for a relatively large selection of goods in a limited display area.

The rack according to the invention is characterised in that the support plate carries a set of annular cover clips for the presentation of a pile of readily exchangeable, repageable sheets of offers of goods, for example current daily sheets of offers, advertising material, shop survey map, and the like.

In order to be able to arrange the sheets of goods on offer, the advertising material and survey maps, and the like in a particularly, conspicuous location on the shopping cart the desired goods directions and goods messages can be supplied to the user of the shopping cart in a readily

changeable manner from the service side as required. The user has correspondingly the opportunity to get during the shopping round a good general view of current goods on offer in a more readily available, that is to say more easily surveyable manner via the file of repageable plastic pockets, for example by stating a series of different information relating to goods facts, goods prices, possible localising in the premises of the shop, etc. of a large selection of goods.

It is preferred according to the invention to employ a plastic pocket file with annular cover clips, which is based on a series of different sheets of offers on goods and other types of information sheets in their respective plastic pockets being able to be installed and withdrawn via an insert slot in the respective plastic pocket. In particular the aim is a plastic pocket with an insert slot which can be readily closed off, which can ensure that the sheets can be stored in a protected manner, for example against the influence from moisture, for example rainwater by the use over time of the shopping cart outdoors.

Further features of the present invention will be evident from the following description having regard to the accompanying drawings, in which:

Fig. 1 shows in perspective a shopping cart with associated rack.

Fig. 2 shows in perspective a first construction of a rack according to the invention, in readiness for use.

Fig. 3 - 5 show the fastening plate of the rack illustrated in plan view, side view and end view respectively.

Fig. 6 - 8 show a second embodiment of a rack according to the invention, illustrated in perspective from the under side, in perspective from the upper side and in plan view respectively.

In Fig. 1 there is shown a shopping cart 10 with associated four wheels 11, including a basket 12 for goods and a push handle 13.

On the push handle 13 is fastened a rack 14 according to a first embodiment , comprising a support plate 15 with two fastening legs 16a,16b, each with an associated machine screw 17 and fastening nut 18 (see fig. 5), for fastening the rack 14 to the push handle 13.

The fastening legs 16a,16b are fastened to the support plate 15 via a pivot pin 19 in a respective mounting 20 on the under side of the support plate 15, so that the support plate can be adjusted about a horizontal axis in various positions swung about relative to the fastening legs 16a,16b, as is indicated by the arrow A in Fig. 5. Correspondingly the fastening legs 16a,16b can be fixed in such a manner that the fastening legs with support plate 15 can be swung about jointly to various swung about positions, as is indicated by the arrow B in Fig. 5. In the last mentioned case there can be established if necessary a permanent connection between fastening legs 16a,16b and support plate 15 instead of the illustrated pivot pin connection.

For example there can be employed a friction engagement or clamping mechanism between a respective fastening leg 16a,16b and an associated mounting 20, so that during use one can ensure the support plate 15 in place in the desired position, but with the possibility for swinging about to an inactive position, for example on closely packing together a number of shopping carts in a row after use.

The support plate 15 is shown in the illustrated embodiment to the left in Fig. 3 with a main panel 15a, which forms an advertising panel or panel of offers on goods, and to the right in Fig. 3 there is shown a note panel 15b.

In the main panel 15a a pair of clips 21,22 are shown for fastening in a number of plastic pockets 23. In the plastic pockets a sideways opening slot is provided for the insertion of a sheet of offers on goods or advertising sheet or an arbitrary information sheet, for example a survey map of the floor space of the shop and directions of the general placement of the goods.

In addition the plastic pockets 23 can for example be printed with permanent advertising text in areas restricted for that purpose, where this is of current interest. Alternatively the advertising text can be restricted to sheets 24 of offers on goods, which are admitted separately in arbitrary plastic pockets 23. It is also possible to cover the support plate 15 per se or other equipment with permanent advertising text, where this is of current interest.

There is employed a note panel 15b known per se. The note panel comprises, in the illustrated embodiment a fastening bow 24, which carries a slate pencil 25 in permanent connection with the note panel 15b, and a writing base 26 in the form of a plate with two layers, comprising an upper relatively flexible writing layer for example of matt plastic foil 27 and a lower stiffer and thicker layer of for example rigid plastic plate 28 with a coloured top surface. In a manner known per se provision is made for the plastic foil 27 by pressing it in against the plastic plate 28 to be held locally in contact with the plastic plate 28 where this becomes pressure actuated by the slate pencil 25 during writing. Correspondingly there is shown a handle 29 which can be displaced in an intermediate space between the plastic foil and the plastic plate for releasing the contact locally between these after final use of the note panel.

In Fig. 6 - 8 another embodiment of a rack 14' is illustrated according to the invention, shown in the form of an especially simple construction. The rack per se is made in one piece of plastic and comprises a rigid support plate 15', which is provided on the under side with a pair of rigid support arms 16' with associated fastening bows 17' for threading on the handle of the shopping cart. Bores 18' are shown which pass through the fastening bows 17' and which are adapted to receive a suitable fastening means, such as machine screws (not shown further) with associated self-locking nuts (not shown either). The machine screw, which is adapted to pass through the bores in the fastening bows, can for example pass through aligned bores through the handle of

the shopping cart. Alternatively the fastening loops can be clamped in place about the handle of the shopping cart in that the machine screws are only fixed in the fastening bows 17' and the fastening bows 17' are clamped fast in a friction engagement with the handle of the shopping cart.

A pair of first cavities 19' and a pair of second cavities 20' are shown fashioned across through the support plate 15', designed for the reception of a pair of readily mountable and readily dismountable, separate loops 22' (see Fig. 7 and 8). A pair of loops 22' are shown which are made of band-shaped plastic. The loops 22' are shown with local incisions 23' in opposite edge portions of the band material at opposite ends of the loop 22' to form locally defined neck portions 23'' and associated fastening heads 24a', 24b', of which only the one fastening head 24a' is shown in Fig. 7.

In Fig. 7 and 8 the other fastening heads 24b' of the loops 22' are shown fastened into associated cavities in a respective one of the first cavities 19'. Opposite ends of the loops, which are shown with the fastening head 24b' projecting freely outwards, in readiness for the fastening in of a pile of separate sheets 30' via associated fastening holes 31' in same (see Fig. 9).

The loops 22' are fastened into the cavities 19', as is indicated schematically in Fig. 9, in that the fastening head 24b' is first led endwise through the cavity 19' with the fastening head 24b' placed longitudinally of the cavity 19'. Thereafter the loop 22' is turned, with the neck portion 23'' received in the cavity 19', 90° to the position which is illustrated by fully drawn lines in Fig. 9. The opposite head portion 24a' of the loop 22' is pushed thereafter through the cavity 20' via a transverse section 20a' to the position which is represented by completely fully drawn lines in Fig. 9. Thereafter the loop 22' is pushed as indicated by the arrow A' (to the left in Fig. 9) to the position which is illustrated by broken lines in Fig. 9. Neck portion 23'' of the loop 22' forms a sliding abutment on the one side against a lower side surface 25' and an upper side surface 26'

respectively in a depression 27' a middle section 20b' of the cavity 20'. In the end position as represented by broken lines the head portion 24a' is locked in place in a stop groove 28' in a third section 20c' in the cavity 20a', while the head portion 24b' is correspondingly locked in place in a stop groove 29' in the cavity 19'.

In Fig. 9 a pile of sheets 30' is indicated with associated fastening holes 31'. The sheets can constitute advertising sheets, sheets of offers on goods, map of the placing of goods in a shop locale, information sheets, etc. fastened in place on the support plate 15', in a corresponding manner as in an annular cover. In a preferred construction the sheets can consist of covered paper sheets which are surrounded by a plastic pocket welded together along the edges or paper or cardboard sheets plastic-coated in another manner.

On the upper side of the support plate there is fastened a clip 32' on one, left (as shown in Fig. 7 and 8) plate section 33', while there is formed a recessed plate section 34' to the right of the support plate. In the clip 32' there can be fastened in a note block, loose sheets of offers or the like, while there can be formed in the plate section 34' a writing base and/or fastened in a permanent advertising carrier in a manner not shown further.

Patent Claims

5 1. Rack (14,14') for use in shopping carts (10),
especially for use in grocery shops, comprising a support
plate (15,15'), which is fastened to the upper edge portion
of the shopping cart via one or more fastening means
10 (16a,16b) and which carries equipment for the display of
offers on goods, advertising messages, and the like,
characterised in that the support plate (15,15') carries a
set of clips (21,22;22') for presentation of a pile of
readily exchangeable, repageable sheets (24,30') of offers
on goods or similar information material, for example current
15 daily sheets of offers.

 2. Rack in accordance with claim 1, characterised in
that each sheet (30') or like information material, is
surrounded separately by a plastic sleeve, in the form of a
plastic pocket (23), plastic coating or the like.

20 3. Rack in accordance with claim 2, characterised in
that the clips (22') are made of band-shaped material with
a head portion (24a', 24b') defined via a neck portion (23'')
in at least the one end of the clip (22').

 4. Rack in accordance with claim 3, characterised in
25 that one end of the clips (22') has a first head portion
(24a') with an adjacent neck portion (23'') freely
displaceable across the support plate (15') via a first
section (20a') in a cavity (20') formed in the support plate
and is closeable via a stop groove (28') in a second section
30 (20c') in the cavity (20'),

 the neck portion (23'') of the clip (22') being
displaceable with a tight fit via an intermediate third
section (20b') in the cavity (20').

 5. Rack in accordance with claim 3 or 4, characterised
35 in that the other end of the clip (22') has a second head
portion (24b') which is adapted to be pushed inwardly into
and outwardly from an associated cavity (19') in the support

plate by displacement parallel to the longitudinal direction of the cavity and to be anchored in the cavity (19') in a position across the longitudinal direction of the cavity (19'), with the clip (22') closed off in the cavity (19') via
5 opposite edge cavities (23') in edges of the clip.

FIG. 1

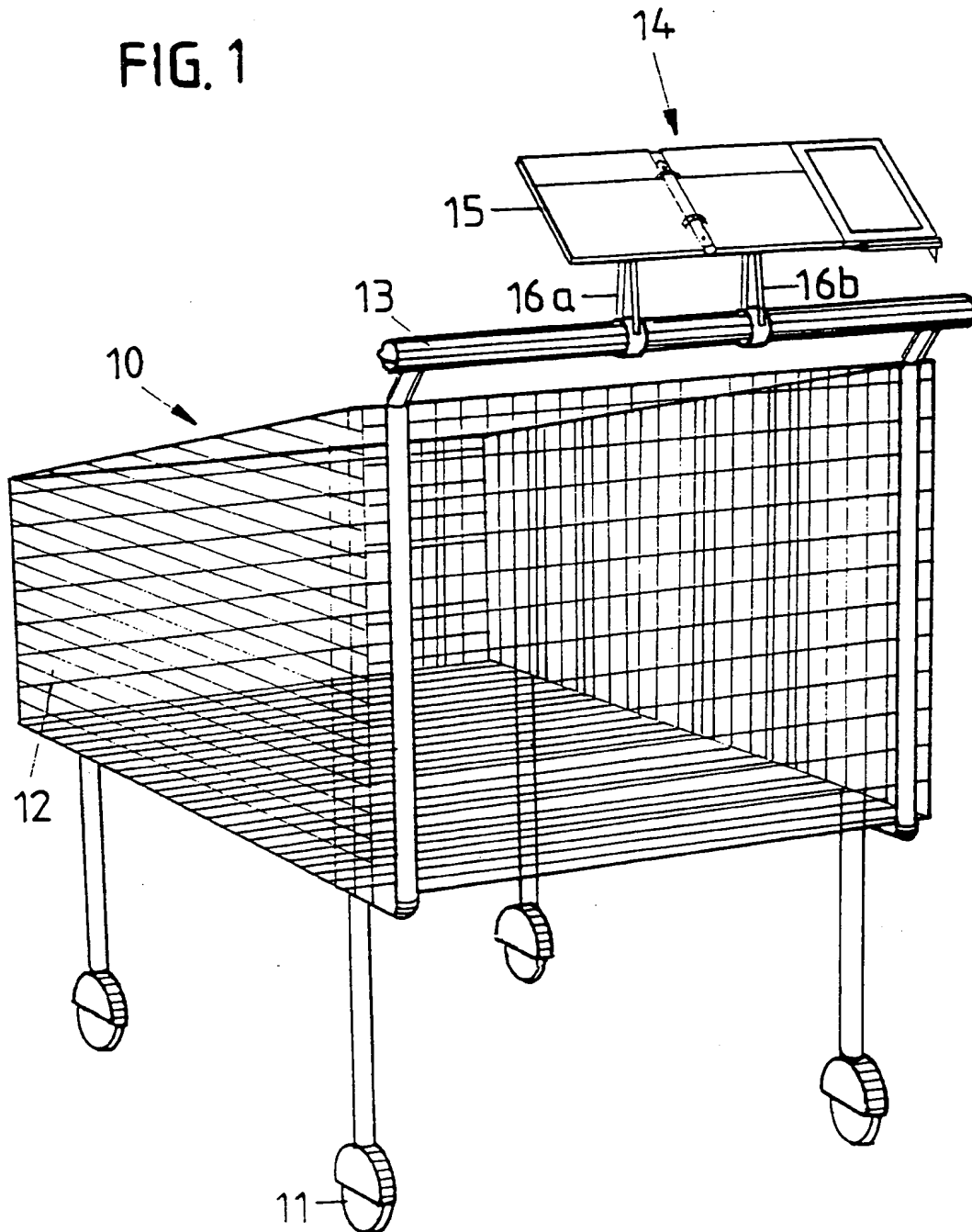


FIG. 2

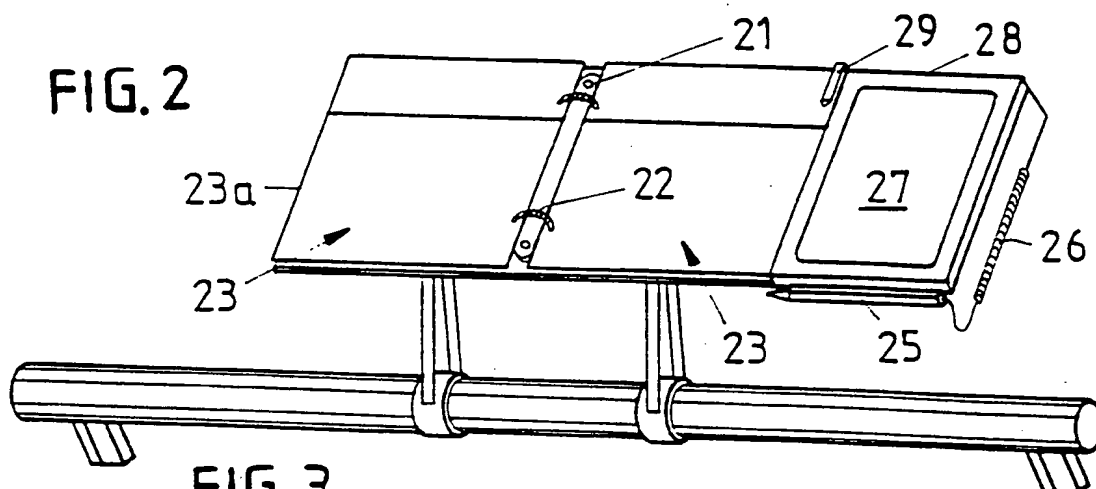


FIG. 3

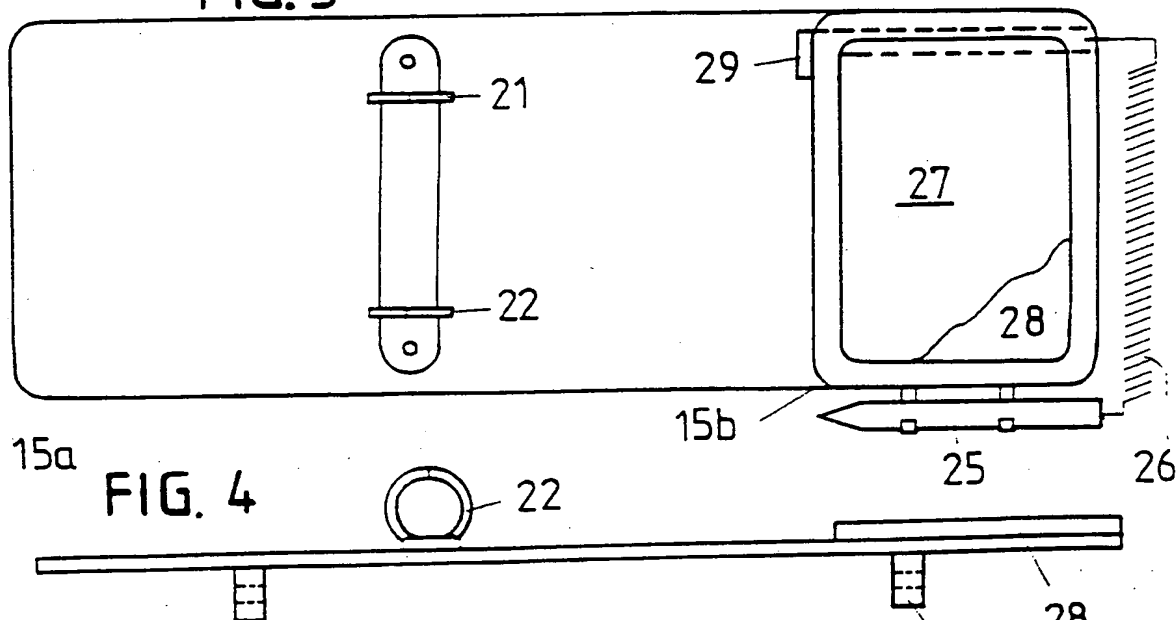


FIG. 4

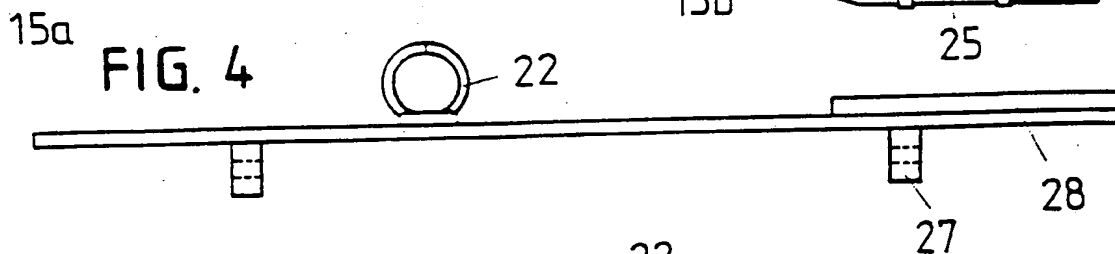
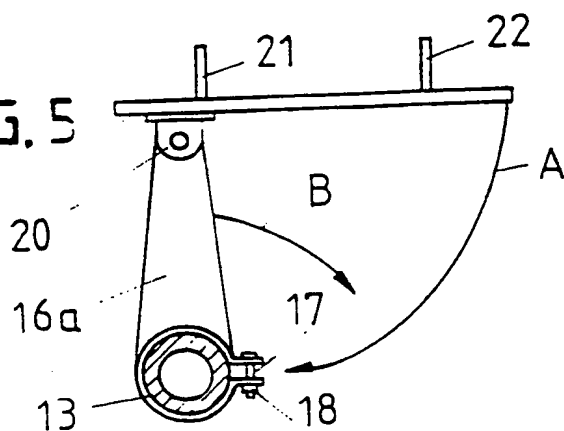


FIG. 5



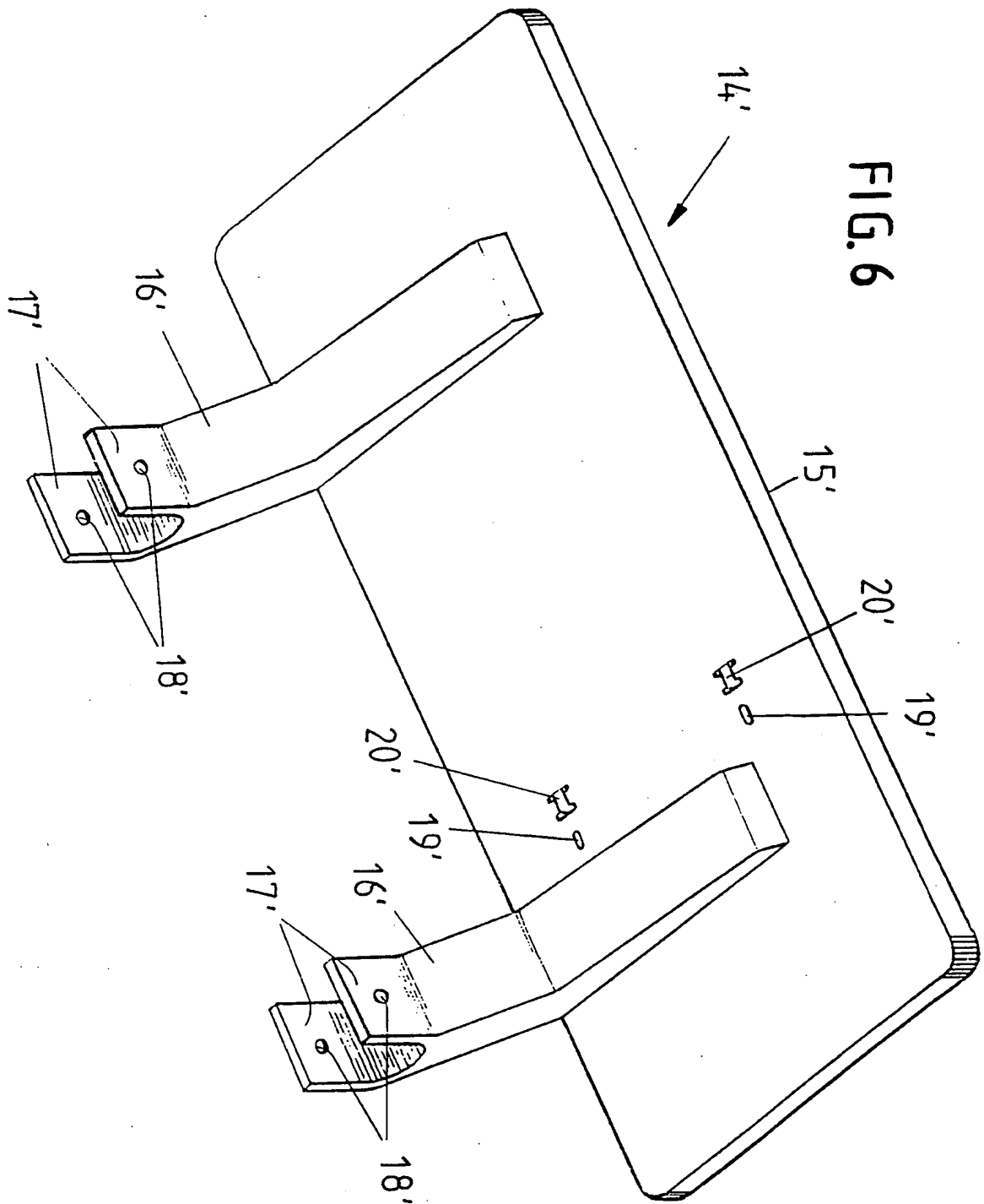


FIG. 7

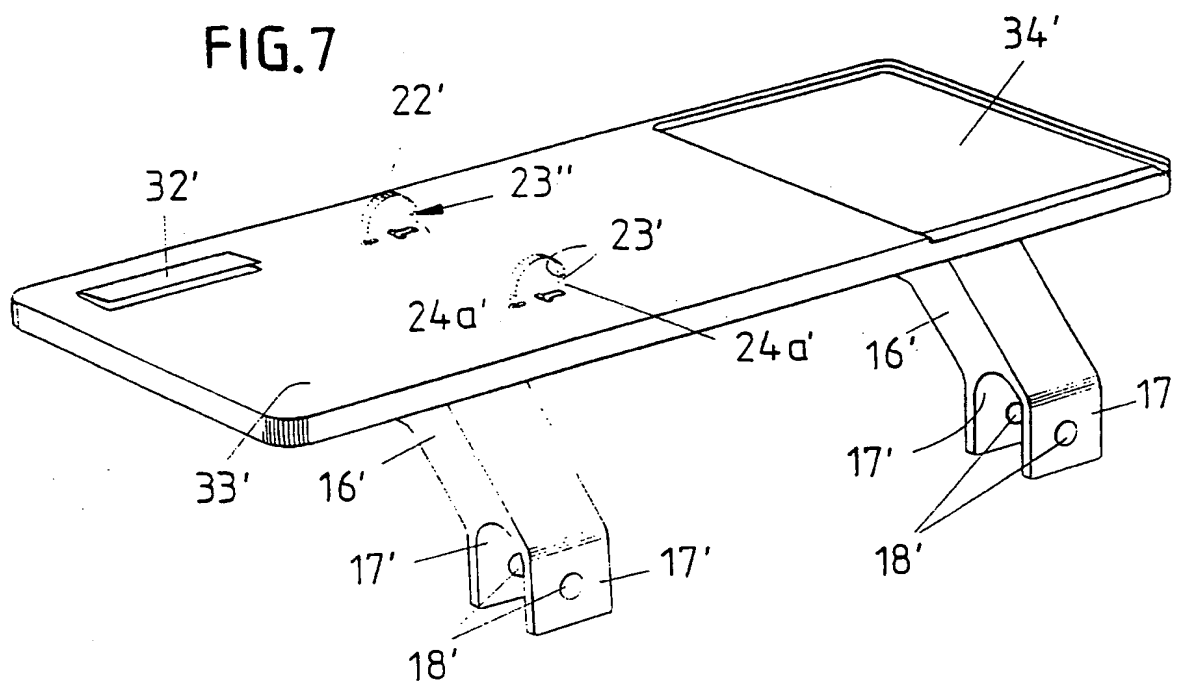


FIG. 8

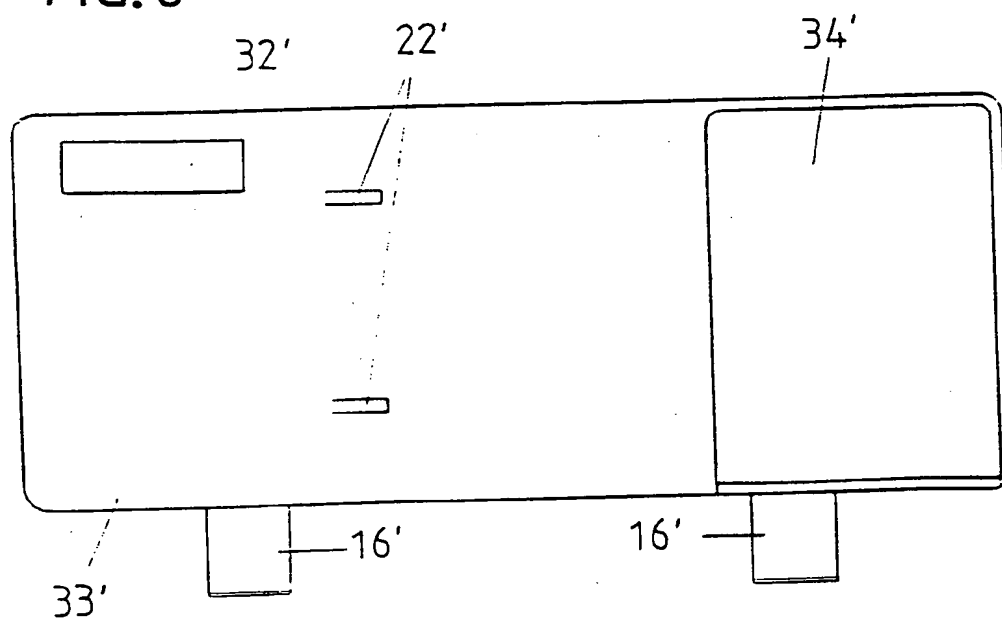
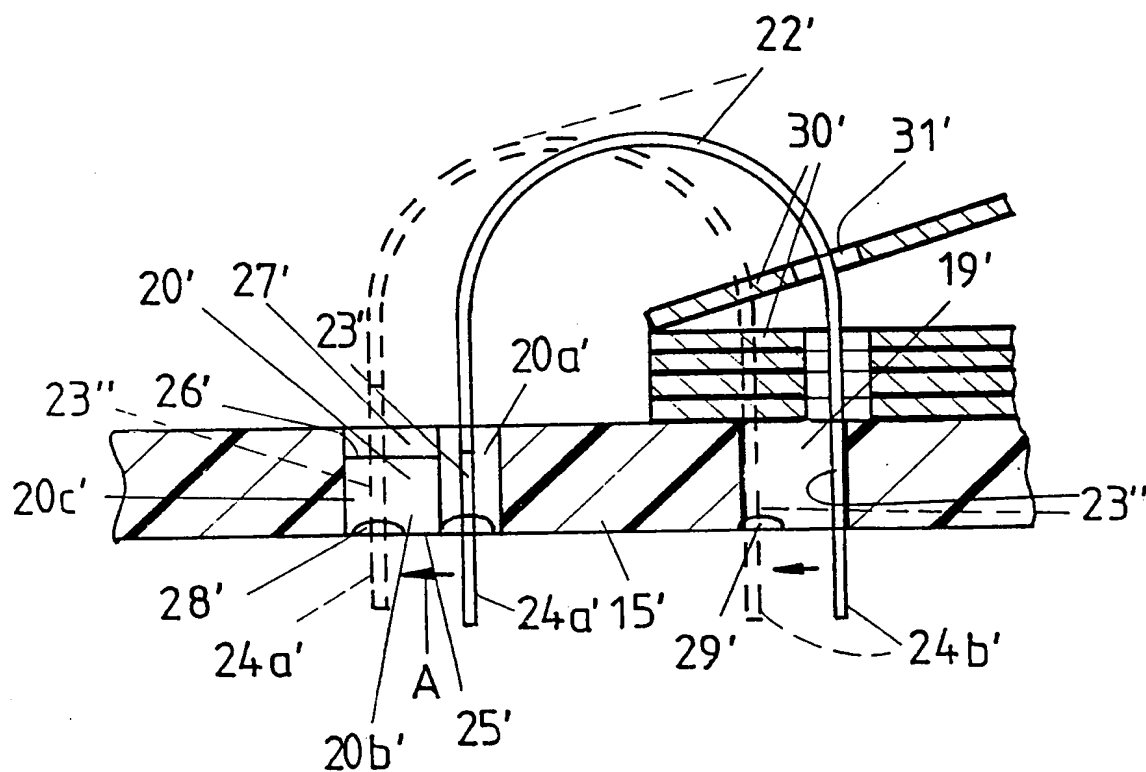


FIG. 9



INTERNATIONAL SEARCH REPORT

International application No.

PCT/NO 97/00004

A. CLASSIFICATION OF SUBJECT MATTER

IPC6: G09F 23/06, B62B 3/14

According to International Patent Classification (IPC) or to both national classification and IPC

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Minimum documentation searched (classification system followed by classification symbols)

IPC6: G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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A	--	4,5
X	US 5086960 A (J. SCHWIETZER), 11 February 1992 (11.02.92), column 1, line 54 - column 2, line 1	1-3
A	--	4,5
X	US 4988025 A (J.B. LIPTON ET AL), 29 January 1991 (29.01.91), column 2, line 55 - column 3, line 18	1,2
A	--	3-5

☒ Further documents are listed in the continuation of Box C.
 ☒ See patent family annex.

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Date of the actual completion of the international search

23 June 1997

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PCT/NO 97/00004

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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INTERNATIONAL SEARCH REPORT

Information on patent family members

03/06/97

International application No.

PCT/NO 97/00004

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